



Urbane chic

Morph Design Company Bangalore



**Founder and Director Anjum Jung**  
*"Every aspect of a house, the colours of the wall, the furniture, the paintings, the upholstery, all speak of the persona of the owner."*

A flourishing property market coupled with augmented spending power has escalated the demand for tastefully created living spaces. The Prestige Group's Morph Design Company is among the frontrunners in catering to this demand. In the dozen years since its inception, Morph has grown into a multi-dimensional company with over 100 employees that operates as an axis for a range of design solutions. Along with interior design, its manufacturing unit creates customised furniture and custom made window dressings as well. Anjum personally supervises all phases of manufacture and product installation.



Morph's interiors reflect personality, balance and style

Making Houses Homes

Interiors are what make a house a home. And it is the same principle that turns a corporate or retail space into a testament to its brand identity. Anjum Jung, Founder and Director of the Morph Design Company, understands this well, for she took her first fledgling footsteps designing the interiors of apartments for the Prestige Group in the mid-90s and went on to tackle even more challenging projects in the residential and hospitality segments. Anjum graduated in commerce and honed her creative instincts with a diploma in interior design. She later mastered the aesthetics of the hospitality industry during her stint at Cornell University's School of Hotel Administration.

Her in-depth knowledge and flair for her subject is evident in the distinctive style she has brought to each of her projects, both residential and hospitality. A good design principle instils personality, balance and style into a space while reflecting its owner's ethos "I have long sessions with my customers to understand what they have in mind before my team and I begin work on the design," she says.



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Morph extends its alchemical touch and attention to the finer points in the creation of hospitality spaces as well. "Hospitality design, whether for a spa, hotel or club house is a different kind of challenge," Anjum adds. "One has to study the brand identity, the balance between aesthetics and ergonomics, the space requirements and design systems that are in place in other parts of the world, and either replicate the design out here or infuse it with a whiff of India." Anjum keeps adding to her portfolio and has been busy designing homes and hotels with eclectic prerequisites, "because I love the challenge of minimalism and the usage of new materials. The scale of designing residences and hotels differs, but they both require a certain warmth and individuality, and that allows for innovation."

All the dedication and sense of purpose has paid off, for Anjum is now in the top bracket of India's interior designers, having carved a niche for Morph in urbane chic design.